WHAT IS CLAIMED IS:

1.   A CRM (Customer Relation Management) system for providing a customer with contents and displaying the contents by using a computer system, the CRM system comprising:

common contents created for unspecific customers;

personal contents created for specific customers;

common contents management means for managing the common contents; and

personal contents management means for managing the personal contents,

wherein the common contents and the personal contents are combined, and thereby information specialized for each customer is generated and displayed.

2.   The CRM system according to claim 1, wherein when combining the common contents and the personal contents, and thereby generating information specialized for each customer,

default contents serving as default are generated, and information specialized for each customer is generated by way of the default contents.

3.   The CRM system according to claim 2, wherein when generating the default contents,

with respect to a certain specific customer, contents of the common contents are customized on the

basis of a profile of the customer and a profile of a sales task member in charge of the customer.

4.   The CRM system according to claim 2, wherein each of items in the common contents can be classified and defined as to whether it can be customized as default.

5.   The CRM system according to claim 2, further comprising information related to each customer,

wherein when generating information specialized for each customer, information specialized for each customer is generated by referencing the information related to the customer.

6.   The CRM system according to claim 5, wherein when generating information specialized for each customer, information related to the customer is retrieved from the common contents and presented as a subject of customization.

7.   A portal site creation method for creating a portal site to provide a customer with contents and display the contents by using a computer system, the portal site creation method comprising the steps of:

creating common contents for unspecific customers;

creating personal contents for specific customers;

combining the created common contents and the created personal contents and thereby generating information specialized for each customer; and

displaying the information specialized for each customer on a portal site.

8.   The portal site creation method according to claim 7, wherein the step of combining the created common contents and the created personal contents and thereby generating information specialized for each customer comprises the step of:

generating default contents serving as default, and generating information specialized for each customer by way of the default contents.

9.   The portal site creation method according to claim 7, wherein the step of displaying the information specialized for each customer on a portal site comprises the step of:

displaying the information specialized for each customer with emphasis.

10.   A portal site creation support program for creating a portal site to provide a customer with contents and display the contents by using a computer system, the program including codes for performing:

a function of creating common contents for unspecific customers;

a function of creating personal contents for specific customers;

a function of combining the created common contents and the created personal contents and thereby generating information specialized for each customer; and

a function of displaying the information specialized for each customer on a portal site.

11.   The portal site creation support program according to claim 10, wherein when executing the function of combining the created common contents and the created personal contents and thereby generating information specialized for each customer,

default contents serving as default are generated, and information specialized for each customer is generated by way of the default contents.

12.   The portal site creation support program according to claim 10, wherein the computer system which executes the program comprises information related to each customer, and

when generating information specialized for each customer, the computer system references the information related to each customer, and generates information specialized for each customer.